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Dear Reader:

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To be sure, there are all the specialized scientific journals -- written in language that only a scientist can understand.

And then there have been newsletters about science, and a number of science fiction magazines.

But strange to say, until <u>DISCOVER</u>, there's never been a magazine that set out to capture the full range of the scientific adventure for the intelligent, educated, curious layman. Timely, topical, without jargon.

If that's a fair description of <u>you</u> -- "an intelligent, educated, curious non-scientist" -- then we know this for sure: <u>DISCOVER</u> is going to be one of the most fascinating, even exhilarating magazines you will ever read.

Black holes to electric cars.

It's no exaggeration. You're living in the middle of <u>an age of exploration</u> like nothing that's ever happened before in the whole long history of mankind.

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Out there on the frontiers of science is where today's real action is. And yet, if you're like most non-scientists, you've been missing the full

excitement of it -- because you've been cut off by a wall of technical language.

<u>DISCOVER</u> is going to change all that. <u>Every month, we'll make the newest discoveries clear to you</u>. In prose that's colorful, lively, literate — and above all, understandable. With lavish photos and illustrations that are both a delight and a revelation.

Anything else? Yes. For $\underline{\text{DISCOVER}}$ will have tremendous $\underline{\text{immediacy}}$, $\underline{\text{news-worthiness}}$. Many of its pages will be able to go to press only two weeks before you read them -- that's significantly faster than most other science publications.

A science magazine to believe in.

This we promise: we'll never play fast and loose with the truth. We'll never offer you wishful thinking in the guise of fact. DISCOVER will be written for the layman, but a magazine a scientist can respect.

After all, it's from Time Incorporated, publishers of magazines like TIME, LIFE, FORTUNE, MONEY and SPORTS ILLUSTRATED -- as well as those books on nature and science. Our reputation and editorial skills and research strength ... they all stand behind DISCOVER.

What kind of scientific adventures will we be taking you on? Look at a few stories planned for future issues:

- -- <u>Life Out There.</u> For years, science has believed the universe teemed with life. Now there's a growing consensus that we may indeed be alone in the vast oceans of space.
- -- The Great Lakes Reborn. Only a decade ago, the Great Lakes were dying from pollution. Now the waters are starting to sparkle again, beaches are reopening, and the big game fish are returning. How did the miracle happen?
- -- A Matter of Matter. Physicists have been turning up a veritable zoo of particles inside the atom. Now they're chasing the elusive quark, which may be basic to all matter.
- -- <u>Microsurgeons</u>. How do medicine's explorers of inner space go about reattaching severed arms, legs, hands and feet? Come into the miraculous mini-world of the microsurgeon.
- -- X-Ray Stars. Aboard a satellite called the Einstein Observatory, a telescope that "sees" X-rays is painting a revealing new picture of a violent universe.
- -- <u>Hot Waste</u>. What are the newest ideas for disposing of radioactive waste from nuclear plants ... materials that will remain deadly for hundreds of centuries?
- -- Trains That Fly. Japan will soon have trains that hurtle along at over 300 m.p.h., suspended on a cushion of magnetism.

-- Testing The Unborn. Doctors can now determine the sex and genetic defects of an unborn child, using a test called amniocentesis. But is it safe for the mother and baby?

The Big Picture.

You can see that <u>DISCOVER</u> will take all of science for its province. From astronomy, physics, chemistry and biology ... to geology, climate, environment and energy ... to medicine, archaeology, psychology, and all the behavioral sciences.

But we're far more than pure science. We'll put you close to scientists as human beings, in profiles that reveal how they think and do their work. We'll review books, movies and TV shows about science ... with no punches pulled when they step over the line into pseudo-science.

We'll go back into history, to those electrifying moments when human knowledge took dramatic leaps forward. We'll keep you abreast of who's inventing what, and how it could affect you. We'll show you how technology is applying pure science ... and how it could change the way you live.

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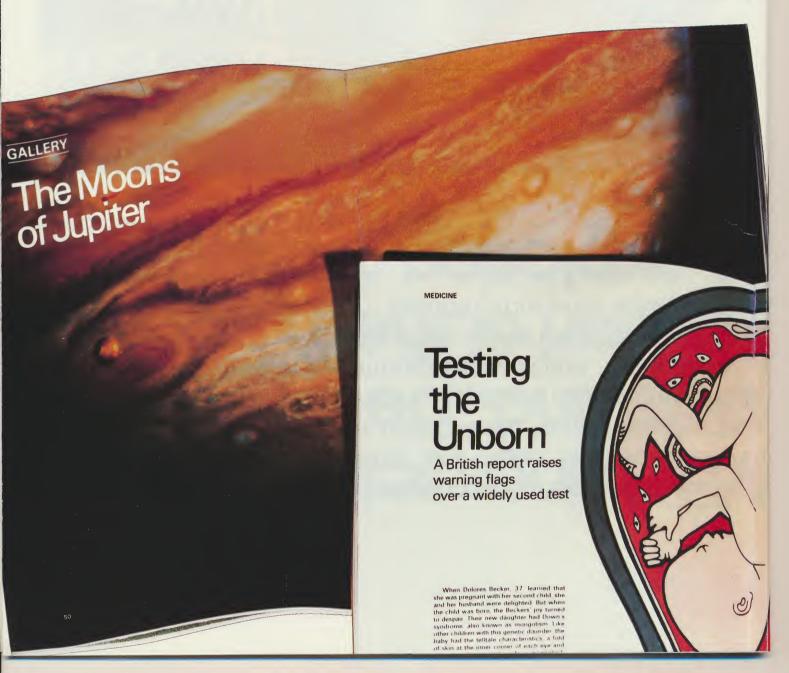
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e science magazine a scientist can respect.

has remained a closed book to most people. After all, how <u>could</u> you be expected to understand the technical language of the science journals?

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DISCOVER. It's from Time In new monthly magazine abo

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Today...right now...the greatest adventure in the history of mankind is taking place.

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And yet, if you're like most other non-scientists, you're missing out on the scientific action...no matter how educated, well-informed, and curious you are.

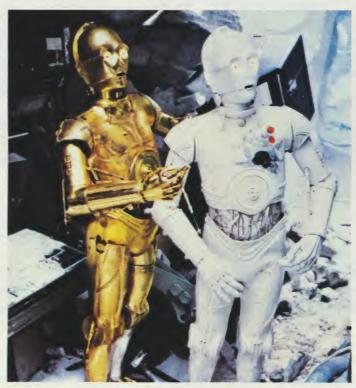
That, precisely, is why Time Incorporated—publishers of magazines like TIME, FORTUNE, LIFE, MONEY, PEOPLE and SPORTS ILLUSTRATED and all the TIME-LIFE series of books—is bringing you a new kind of

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Physics, astronomy, psychology, chemistry, biology, medical research, energy, ecology, geology, climate, the environment...



In The Empire Strikes Back, See-Threepio meets a platinum-hued counterpart.



An endangered species, the beautiful Bengal Tiger is now protats like this Florida wild-life refuge.



Native to the Carolinas, the venus fly trap snares its prey with to

ncorporated. The brilliant out the adventure of science.

nent of the times you live in?

wherever the exciting discoveries are being made, that's where we'll take you. Every month.

Of course, <u>DISCOVER</u> will be more than pure science. It is people...profiles of scientists that reveal their humanity, the way they live and work and think. It's reviews...frank and often caustic appraisals of TV shows, movies and books about science.

It's history...windows onto those dramatic moments when human knowledge came to a turning point. It's patents...who's inventing what, and how it could affect you. It's technology...how pure science is being applied in

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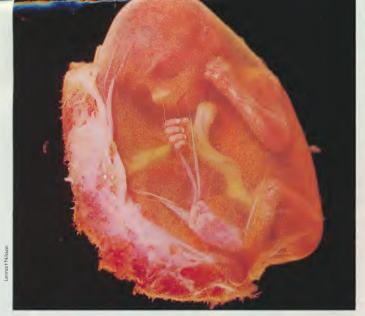
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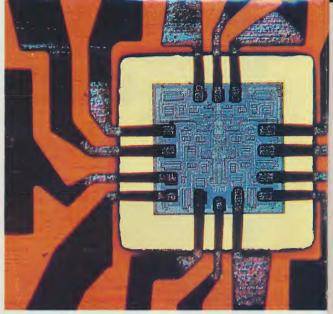
The growing success of limb replantations has increased the demand for microsurgeons.



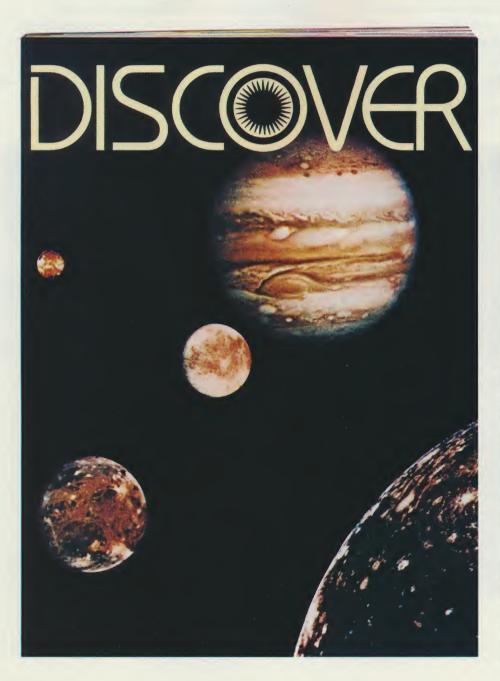
An undersea volcano called "Kick 'em-Jenny" adds new worry to a sailor's list of occupational hazards.



The sixteen-week-old fetus in this famous shot by Lennart Nilsson is less than six inches long.



The tiny remarkable micro electronic chip has revolutionized the industry with its ever-growing applications.





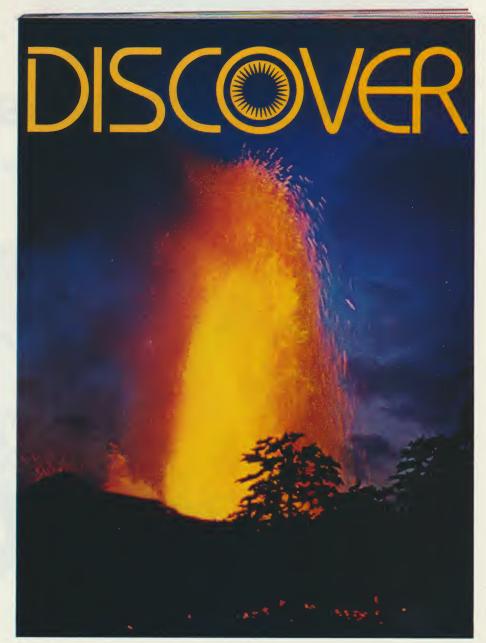


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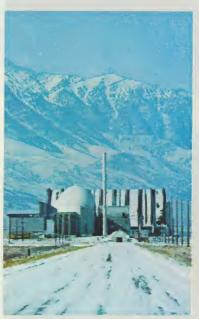


Japanese railroads will soon have trains that hustle along at more than 300 miles per hour, suspended on a cushion of magnetism.





See how DISCC You'll ur ...f



What's Next for the Nukes

The near disaster at Three Mile Island could be the salvation of nuclear power in the U.S. Just as the tragic Apollo fire the killed three astronauts turned around a moor program floundering in slooppy overconfidence, so can the events near Harrisburg con tribute to the building of a nuclear program that is technically sound and better under that is technically sound and better under

As the heat continues to dissipate at the damaged Unit No. 2, some tough questions about nuclear power have to be answered with an honest "nobody knows." But even before the final conclusions are in on what were wrong at Three Mile Island, the U.S. must soursely face two facts:

The nation needs nuclear power.
 Realistic choices have to be made on how much is needed and how to generate.

with maximum safety. Last year, nuclear plants produced 12.5% of the nation's electricity. But utilities have cut back sharply on their once ambitious plans for nuclear expansion, because of the rocketing costs of plant construction, uncertainties about the growth in electrical details about the growth in electrical details. President Nikon's energy planners foresaw plants supplying 40% of all U.S. electricity by the year 2000. Now, futurists in Jimmy Carter's camp predict no more than 25% (or less han 8% of total U.S. energy consumption)—and there is considerable skepticism that even this more modest goal can

be metallised power's role in the electric meets of this country cannot be diminate without dire consequences. Atomic plan supply about half the electricity in New England, the Chicago area, and parts of the Southeast Shuffing them down would lea to blackouts and brownouts. Electricity bill would soor as usfulfies were forced to turn it would soor as usfulfies were forced to turn it plants. Foreign oil would have to be bought at prices of \$2.00 aborted and more, fanning if flation, weakening the dollar, and bindin LS. energy and foreign policy even mor tightly to the powderkey politics of the role to the bought of the powderkey of the politic soft which were considered to the switch and shuffly and the switch and shuffly dependently and shuffly depende

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es of a core melidown was, for the mo
part, restricted to the nuclear and anti-ni
clear communities—and to early viewers or
the film The China Syndrome (see page 86
Now, after press coverage that at times bo
vower has some sense of reaction cooling sy
tems and how they can go wrong. More in
portant, the utilities that operate nuclea
plants are now all too aware that nuclear re
actors are not simple replacements for coa
actors are not simple replacements for coa

tailed in operating a nuclear power plant far greater than that involved with a foss fuel plant.

What can be done to provide safe nucle ar power for the U.S.? Based on interview: with leading nuclear scientists, Science To day proposes the following program:

1) Keep the plants isolated It is too late to return to the original U.S. policy of building nuclear plants in remote areas such as Hanford, Washington and near Snake River Plain, Idaho. But future construction should be confined to the existing sites that have a minimum of population. Of the nearly 100 nuclear plants now operating or being built, only 13 are on sites that have as miller addus and only ten where as many as 100,000 persons live within a ten-mille radius. Keep it that way. An area of some 75 square miles around each existing plant should be off limits to further urbanization, that would lessen the problem of evacuation in the event of an emergency. Any new reactors that are built should also be placed at these sites—resulting eventually in a cluster.

In addition to the safety benefits of clustering in lightly populated areas, contraits tion of plants would allow more efficient or ganization and supply systems. Radioactive wastes generated at each complex would remain there, forestalling the need to transport them through, and store them near, more populated areas. Clustering also makes it easier and less costly to provide security against The costs may be more for having to transmit electricity longer distances, but that is a small price to pay for the benefits.

small price to pay for the benefits.

2) Increase professionalism among the

nuclear work force.

The pilot of a trans-Atlantic 747 is paid about \$100,000 at year, perhaps 50% of what the president of his company receives in salary. The superintendent of a nuclear company period to the pilot of the pil

3) Separate nuclear generation from distribution

The nuclear power system requires strong organization if it is to operate projectly. It does not lend itself to small, fragmen ed operations. Nuclear plants should be ruby highly professional organizations set us solely to operate them. In most cases, a cluster site would serve more than one utility Whether the country is better served by provate utility consortiums (heavity overseen by the Nuclear Regulatory Commission) or by new, public Nuclear Energy Authority to ruthe plants should be a matter for extensiv public debate. The goal, however, would b to separate the responsibilities for general.

ing nuclear power from the burden of distributing it. Many of the present conflicts of interest could then be eliminated.

At one point in the Three Mile Island or is the experts debated deliberately dan aging the cooling system in order to creat a problem they had anticipated—and there fore one they believed they knew how to handle—rather than continue to struggle with what was obviously a rising tide of un known malfunctions in the TMI system. Ob viously, plant designers—prompted by stiffe regulations—must think longer and harde about the inherent flaws in any system and anticipate with greater insight what might repeat the property the chinality, these complex and unforgiving systems must become more relevant."

"elegant."
Beyond this is the more fundamental question: Are we building the safest pos sible type of reactor? The pressurred weter reactor design of Three Mile Island was ong reactor design of Three Mile Island was ong the safe of th

to a unina syndrome.

5] Educate the public about radiation.

"The whole question of low level radiation hazard is so critical to the acceptance of nuclear energy," says Weinberg, "that I would udge this to be a leading, if not the leading, scientific issue underlying the nuclear con-

troversy."
Why is it the public stoically accepts 50.
000 automobile deaths and many times that
number of disabling, disfiguring injuries sach
year? If the use of electricity had become
with the second of the second of the second
year? If he use of electricity had become
without an acceptance of the second of the second
greater fears of shock, electrocution and
electrical fires? The public must become
better informed and place the risks of low
level radiation in context with the risks
from other products of our technological
society.

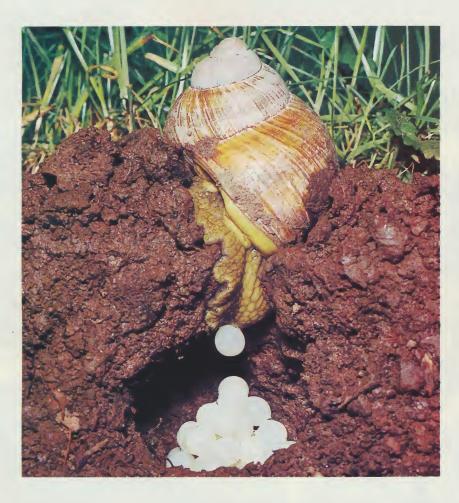
society: uclear issues are complicated and the stakes high. The outcome will test the ability of a democratic society to solve the most involved technical questions, ones on which experts often offer diametrically opposed opinions. Slogan shouting and rhetoric— Hell no, we won't glow, "versus". Let the bastards freeze in the dark"—are clearly not bastards freeze in the dark"—are clearly not taken the stark of the star

"Water that contains a high proportion of the hydrogen isoto deuterium."

Federal Government's new reactor in Idaho (opposite) is first in world designed to stage mock accidents. Anti-nuclear-power

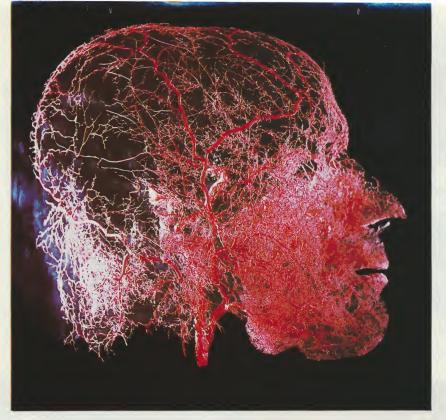


VER brings science alive. derstand...be fascinated el part of the incredible ic explosion around you.



Hatching New Snails

Called "escargot" when served on a plate, the edible snail can lay 69 eggs during a 36-hour period.



Head Circulation System

The circulatory system of the human head, delineated by polymerized liquid dye.

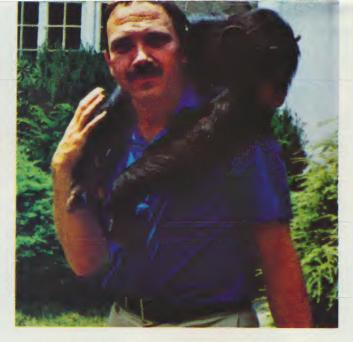
Forecast: Earthquake

Geophysicists have learned to target future earthquakes by studying geological faults, or the boundaries between tectonic plates.





Masters and Johnson, famous sex researchers, have recently published a major new work, Homosexuality in Perspective.



Psychologist Herbert Terrace, in experiments with his chimp Nim, has cast doubt on claims that apes can master language.









EVUIDIT

Pompeii: A.D.79

Clockwise from left: artist's conception of the destruction of Pompeii, street corne in Pompeiin couple; house in Pompeii; terra-cotta statue of Pompeian actor; section of mosaic floor; plaster casts Of all the earth's celebrated volcences-Soufrière. Stromboli, Kraktos, Santorinnone is better known than Vesuvius. Th towering mountein on the Bay of Naples is southern Italy earned a permanent place is history with a cetaclysmic eruption in A. D. Pompeii under an avalenche of ash and mu Though earthquakes had been occurring fre quently. Vesuvius had shown no signs o activity, and the citizens of Pompeii we about their business until it was too lett of their city, were almost completely for gotten over the next 17 centuries. But eve since excevations at the foot of Vesuvius began to uncover the ruins of Pompeii we known than those of any city in the Roma Empire. For Pompeii was buried as suddent and completely that it was preserved vir tually intact. It has given archived so suddent and completely that it was preserved vir tually intact. It has given archived so suddent A silice of this life is now being displace.

A slice of this life is now being displayed in an exhibit called "Pompeii AD 79" at the American Museum of Natural History. During the last two years this collection of we painting sculpture mosaics ertisans to

end handwork has eppeared at art museums in London, boston, Chicego and Dalles—cowho have dismissed it as Roman walipaper and bathroom tile. Indeed, the artifacts on display do not have great erristic value (most of the best work of Pompeina artists was stolen from the excavation site during the 18th century). But they provide fascinating archaeological detail, and the arthibit pre18th century). But they provide fascinating archaeological detail, and the arthibit prerican Museum hes put together a volcano display that includes movies, photographs, and geological models. In the background is a constant rumbling that sounds like distant artillery but is actually a recording in 1944.

s the exhibit shows, the volcano the description of the shows are sponsible for creating it. The city's first inhelt is lopes of Vesuvius, where they could plar the olive grows and vineyards the later supported the community's thriving olive oil an wine industries. The exhibit is designed to present several aspects of life in Pompei from work and home life to religion. It is

Nineteen centuries ago, Vesuvius destroyed—and preserved—a city.

house, complete with implements and ornaments found in the ruins, the evokes images of Pompelans who seem remerkably contemporary. They liked to surround themselves with color, even middle-class citizens complements of the color, even middle-class citizens complements. The color is also surrounded to the color of th

Ancient Egypt was a fevorite theme of Pompeian arists, and some of the city's inhabitants worshipped its gods. The most complete surviving temple of list, the Egyptian goddess, was found in this city. Pompeiians elso swore by good luck charms, and many ware adherents of a variety of other religious cults thet practiced elaborate rites. —some in honor of Dionysus, god of wine. from Pompeii is brothels bear winness to more worldly concerns: the city regaled out-oftowners with rowly inns, gembling dens, tav-

erms, and the region's only gladistor fights. At the exit from "Pompei AD 7.9," far eway entillery growls again—the soundtrack of a continuous film of the 1944 eruption of Vestivus. So graphic are the images of bilding the continuous film of the 1944 eruption of Vestivus. So graphic are the images of bilding the continuous film of the 1944 eruption of Vestivus. So graphic are the images of bilding the continuous film of the continuo



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